



History of Tourism

The word tourist was used in 1772 and tourism in 1811. It is formed from the word tour, which is derived from Old English turian, from Old French torner, from Latin tornare; 'to turn on a lathe,' which is itself from Ancient Greek tornos (τόρνος); 'lathe'

London





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In 1936, the League of Nations defined a foreign tourist as "someone traveling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.



1500 BC

Barcola, a holiday resort in antiquity as well as in the 19th century with the Miramare Castle and later

Travel outside a person's local area for leisure was largely confined to wealthy classes, who at times traveled to distant parts of the world, to see great buildings and works of art, learn new languages, experience new cultures, enjoy pristine scenery and to taste different cuisines. As early as Shulgi, however, kings praised themselves for protecting roads and building way stations for travelers. Travelling for pleasure can be seen in Egypt as early on as 1500 BC. During the Roman Republic, spas and coastal resorts such as Baiae were popular among the rich. The Roman upper class used to spend their free time on land or at sea and traveled to their Villa urbana or Villa maritima.



Roman Empire - 1787

Numerous villas were located in Campania, around Rome and in the northern part of the Adriatic as in Barcola near Trieste. Pausanias wrote his Description of Greece in the second century AD. In ancient China, nobles sometimes By the Middle Ages, Christianity and Buddhism and Islam had traditions of pilgrimage. Chaucer's Canterbury Tales and Wu Cheng'en's Journey to the West remain classics of English and Chinese literature. A Japanese tourist consulting a tour guide and a guide book from Akizato Ritō's Miyako meisho zue (1787)

The 10th- to 13th-century Song dynasty also saw secular travel writers such as Su Shi (11th century) and Fan Chengda (12th century) become popular in China. Under the Ming, Xu Xiake continued the practice. Sometimes made a point of visiting Mount Tai and, on occasion, all five Sacred Mountains.



Greeks/Romans

Typical form of tourism	Facilitating factors	Main tourists/people
Olympic Games Coliseums for events Leisure/tourism Business travel Seaside/inland spa tours Urban and rural tourism	Leisure and sport ethic Expansion of the Empire Construction of roads Road/sea travel 200 holidays/elite class Demand/Middleclass/elite	Leisure classes in camps tent Urban elite /second home away from main cities Main cities Imperial civil servants Health, spiritual, seashores.



Middle ages

Festival events,
religious, Jousting
tournaments, Pilgrims,
Limited business travel

Form

General population, as
Day-trippers in
immediate locality
related to holy days

Facilitating factors

Knights and landed
classes, Religious
orders, pilgrims and the
nobility

Main tourists



Renaissance and reformation

Continuity with fairs,
events, festivals
Second homes
ownership

Form

Holy days, dissolution of
the monastires and
creation of landed
estates/confiscated land,
improved road access

Facilitating factors

Nobility

Main tourists



1600 - 1700

Festivals, Grand Tour Spa tourism

Form

Improved transportation, sea and land, access to inland spas, Rise of travel (international)

Facilitating factors

Nobility, wanted education, and look at picturesque places

Main tourists



1800s

Spas and Grand Tours, and a rise of travel to the seaside cost-villages

Form

Royal patronage of bathing, improved road access, stagecoach to the coast, attitude change to leisure, explore, fashion, promot.

Facilitating factors

Nobility

Main tourists



1900s

**Spas, coastal,urban,
Wilderness,business,
Imperial expansion,
Pleasure cruising**

Form

**New technology,
steamship,from 1840,
Reducing costs,rise in
holidays for industrial
workforce**

Facilitatin factors

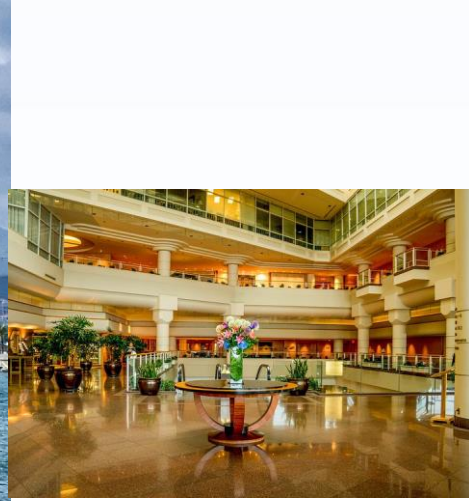
**Growing social
Differentiation,upper
and middle and
working classes.
Now a mass consumer
product**

Main tourists



HOTEL STANDARD







Modern tourism

Modern tourism can be traced to what was known as the Grand Tour, which was a traditional trip around Europe (especially Germany and Italy), undertaken by mainly upper-class European young men of means, mainly from Western and Northern European countries. In 1624, young Prince of Poland, Ladislaus Sigismund Vasa, the eldest son of Sigismund III, embarked for a journey across Europe, as was in custom among Polish nobility. He travelled through territories of today's Germany, Belgium, the Netherlands, where he admired the Siege of Breda by Spanish forces, France, Switzerland to Italy, Austria, and the Czech Republic. It was an educational journey and one of the outcomes was introduction of Italian opera in the Polish–Lithuanian Commonwealth.



2000s

All forms of Victorian style, seaside expansion, second homes

Form

**Reducing costs of all kinds of travel.
Prestige to travel to foreign countries. Rise of Aircraft travel**

Facilitating factors

More faster pace, widely Available to the population. Package holidays, emergence of Mass tourism. Every one

Main tourists



The custom flourished from about 1660 until the advent of large-scale rail transit in the 1840s and generally followed a standard itinerary. It was an educational opportunity and rite of passage. Though primarily associated with the British nobility and wealthy landed gentry, similar trips were made by wealthy young men of Protestant Northern European nations on the Continent, and from the second half of the 18th century some South American, US, and other overseas youth joined in. The tradition was extended to include more of the middle class after rail and steamship travel made the journey easier, and Thomas Cook made the "Cook's Tour" a byword.



The Grand Tour became a real status symbol for upper-class students in the 18th and 19th centuries. In this period, Johann Joachim Winckelmann's theories about the supremacy of classic culture became very popular and appreciated in the European academic world. Artists, writers, and travelers (such as Goethe) affirmed the supremacy of classic art of which Italy, France, and Greece provide excellent examples. For these reasons, the Grand Tour's main destinations were to those centers, where upper-class students could find rare examples of classic art and history.



Leisure travel was associated with the Industrial Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, factory owners and traders. These comprised the new middle class. Cox & Kings was the first official travel company to be formed in 1758.

The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the Hotel Bristol, Hotel Carlton, or Hotel Majestic – reflecting the dominance of English customers.

Travel distributors

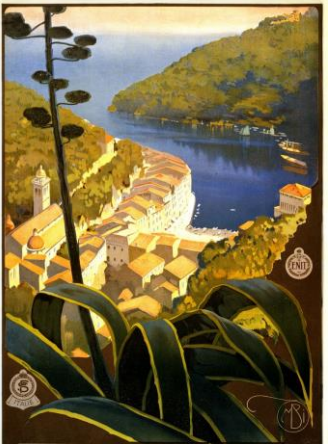
- **Tour operators**
- **Retail travel agencies**
- **Business travel houses**
- **Event and conference organizers**
- **Incentive travel**
- **Wholesalers**
- **Direct booking systems**
- **Computer reservation systems**



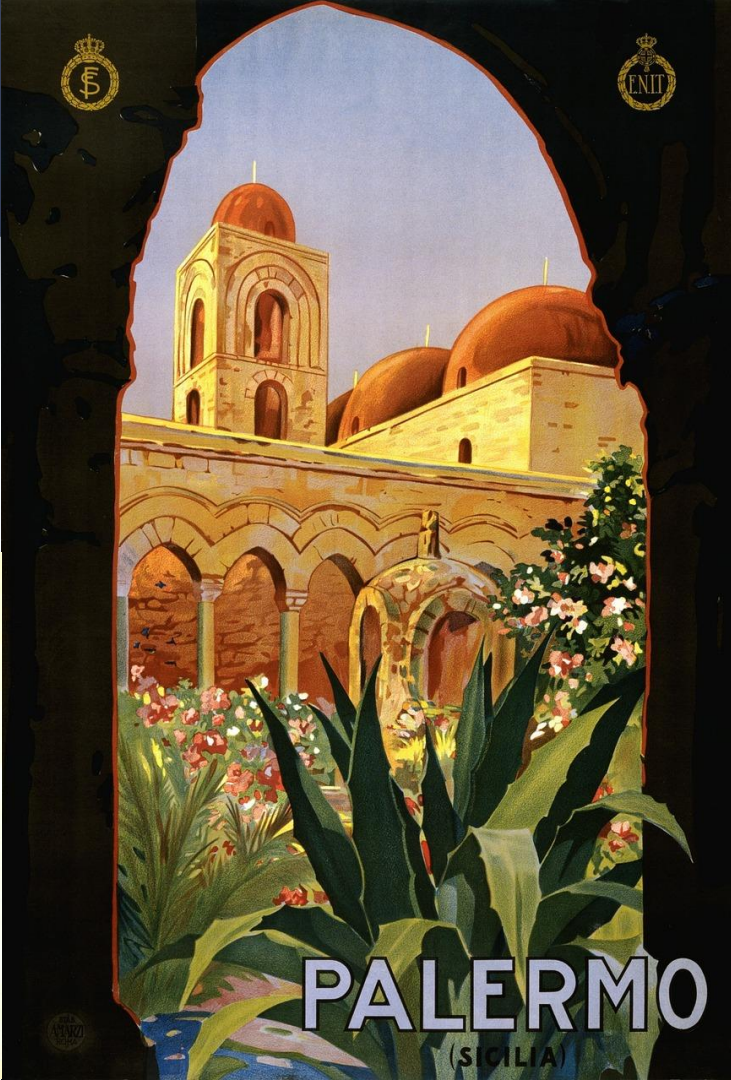
JAMAICA



BEAUTIFUL HEALTHY ACCESSIBLE
TICKETS BY ALL STEAMSHIP LINES HERE



LA RIVIERA ITALIENNE
PORTOFINO PRES DE SMARGHERITA ET RAPALLO



PALERMO
(SICILIA)

Hospitality accom.

- **Hotels**
- **Inns motels**
- **Resort complexes**
- **Villas, houses**
- **Bed and breakfast**
- **Caravan and camping**
- **Farmhouse and gites**
- **Youth hostels**
- **Conferences meetings**
- **Visiting friends and relatives**
- **Air B & B**



ARGENTINA



Transport

- **Tourist bus**
- **Funiculars, steam railways**
- **Cycling and walking**
- **Local ferries**
- **Metro and trams**
- **Road trains**
- **Canal and rivers**
- **Airlines local**
- **Airlines long distance**
- **Car rentals**
- **RV rentals or owners**

**Wedding
+
Travel**



**Tourists
typicals**



**South
Africa**



**Sun lover
Action seeker
Anthropologist
Archaeologist
Organized mass tourist
Thrill seeker
Explorer
Jetsetter
Seeker
Independent mass tourist
High-class tourist**



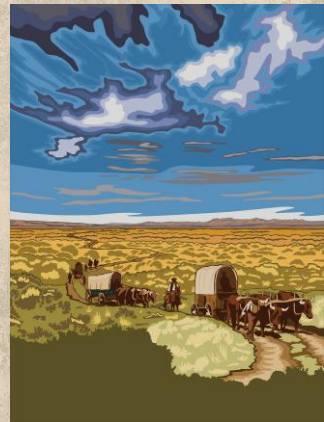
**Drifter
Escapist
Sport tourist
Educational tourist**





Explorer A type of Tourist

WANTED





POSTER TRAVEL TO FLORIDA





Tourist roles

The organized mass tourist: takes a highly organized package holiday and has minimal contact with the host community

The independent mass tourist uses similar facilities to the organized mass tourist but also wants to break away from the norm and to visit other sights not covered on organized tours in the destination.

The explorer arranges their travel independently and wishes to experience the social and cultural lifestyle of the destination.

The drifter does not seek any contact with other tourists or the organized tourism industry, preferring to live with the host community.

The Grand Tour



**Britons undertaking
The Grand Tour/year**

15 000 – 20 000/year

**Tourists visited classical
Antiquities, picturesque
Landscapes, gardens and
Natural curiosities.**



Important development the Train



Travel by Train



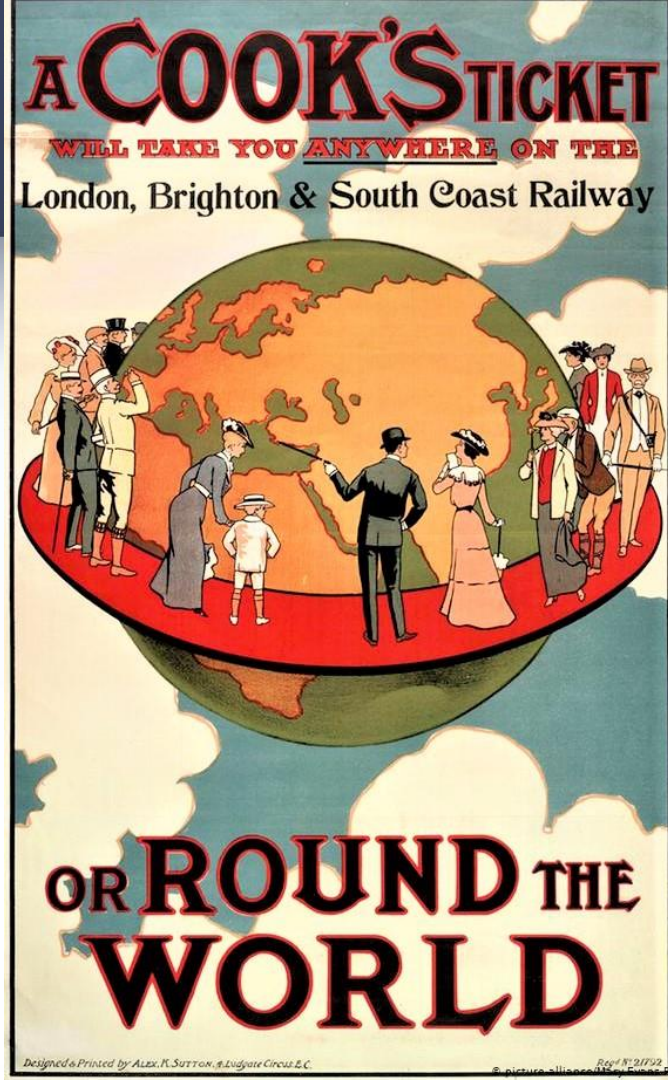
The image features a stylized map of the Middle East and surrounding regions, including parts of Europe, North Africa, and the Middle East. A magnifying glass is positioned over the Mediterranean Sea, highlighting the area around the Levant. A white ribbon with the letters 'TH' is draped across the map. The background is a dark blue gradient.

The Thomas Cook history

A pioneer of the travel agency business, Thomas Cook's idea to offer excursions came to him while waiting for the stagecoach on the London Road at Kibworth. With the opening of the extended Midland Counties Railway, he arranged to take a group of 540 temperance campaigners from Leicester Campbell Street station to a rally in Loughborough, eleven miles (18 km) away. On 5 July 1841, Thomas Cook arranged for the rail company to charge one shilling per person; this included rail tickets and food for the journey. Cook was paid a share of the fares charged to the passengers, as the railway tickets, being legal contracts between company and passenger, could not have been issued at his own price.



Thomas Cook (22 November 1808 – 18 July 1892) was an English businessman. He is best known for founding the travel agency Thomas Cook & Son.





In 1841, Thomas Cook, a Baptist preacher who believed that alcohol was to blame for social problems, reached an agreement with the Midland Railway to organize the transportation of 500 members of his temperance movement from the Leicester Campbell Street railway station to a rally in Loughborough in exchange for a commission

He formed Thomas Cook & Son, which later became The Thomas Cook Group. It filed bankruptcy and underwent liquidation in 2019.





By the 1890s over 20,000 tourists per year used Thomas Cook & Son

The relationship between tourism companies, transportation operators and hotels is a central feature of mass tourism. Cook was able to offer prices that were below the publicly advertised price because his company purchased large numbers of tickets from railroads. One contemporary form of mass tourism, package tourism, still incorporates the partnership between these three groups.

Travel developed during the early 20th century and was facilitated by the development of the automobiles and later by airplanes. Improvements in transport allowed many people to travel quickly to places of leisure interest so that more people could begin to enjoy the benefits of leisure time.



This was the first privately chartered excursion train to be advertised to the general public; Cook himself acknowledged that there had been previous, unadvertised, private excursion trains. During the following three summers he planned and conducted outings for temperance societies and Sunday school children. In 1844, the Midland Counties Railway Company agreed to make a permanent arrangement with him, provided he found the passengers. This success led him to start his own business running rail excursions for pleasure, taking a percentage of the railway fares.



In 1855, he planned his first excursion abroad, when he took a group from Leicester to Calais to coincide with the Paris Exhibition. The following year he started his "grand circular tours" of Europe. During the 1860s he took parties to Switzerland, Italy, Egypt, and the United States. Cook established "inclusive independent travel", whereby the traveler went independently but his agency charged for travel, food, and accommodation for a fixed period over any chosen route. Such was his success that the Scottish railway companies withdrew their support between 1862 and 1863 to try the excursion business for themselves.



The Thomas Cook history

1841: Thomas Cook organizes Leicester to Loughborough rail journey for 500 travellers
1845: Organizes tour to Liverpool with an extension to Caernarvon and Snowdon
1846: First t. Scotland, 800 miles for a guinea. 500 passengers. Sightseeing in Sterling, Ayrshire and on Loch Lomond
1847: Scotland, Lake D., Blackpool, Belfast,..more

1848: No excursions by rail. Rail companies try to run 100 % of the Market, but TC offers Coach trips.
1855: First European tour
1866: First North American tour
1869: First river cruise on the River Nile
1870: Opening EU offices
1872: Office Cairo
1919: Sale of first airline ticket

1928: Company sold to Wagon-Lits
1948: State ownership of Thomas C. as part of the British Transport Holding C.
1972: Sale to private sector
1977: Midland Bank sole owner
1990: Purchase of foreign exchange company largest exchange retailer
2007: 2007, it was announced that Thomas Cook AG and MyTravel Group plc were to merge.
2019: Repatriation. (not India)



Cruising is a popular form of water tourism. Leisure cruise ships were introduced by the Peninsular & Oriental Steam Navigation Company (P&O) in 1844, sailing from Southampton to destinations such as Gibraltar, Malta and Athens. In 1891, German businessman Albert Ballin sailed the ship Augusta Victoria from Hamburg into the Mediterranean Sea. 29 June 1900 saw the launching of the first purpose-built cruise ship was Prinzessin Victoria Luise, built in Hamburg for the Hamburg America Line.

Sweden Abisko Year 1911





In Continental Europe, early seaside resorts included: Heiligendamm, founded in 1793 at the Baltic Sea, being the first seaside resort; Ostend, popularised by the people of Brussels; Boulogne-sur-Mer and Deauville for the Parisians; Taormina in Sicily. In the United States, the first seaside resorts in the European style were at Atlantic City, New Jersey and Long Island, New York.

By the mid-20th century, the Mediterranean Coast became the principal mass tourism destination. The 1960s and 1970s saw mass tourism play a major role in the Spanish economic "miracle".



St. Moritz, Switzerland became the cradle of the developing winter tourism in the 1860s: hotel manager Johannes Badrutt invited some summer guests from England to return in the winter to see the snowy landscape, thereby inaugurating a popular trend. It was, however, only in the 1970s when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in winter, up to one third of all guests (depending on the location) consist of non-skiers. Major ski resorts are located mostly in the various European countries (e.g. Andorra, Austria, Bulgaria, Bosnia-Herzegovina, Croatia, Czech Republic, Cyprus, Finland, France, Germany, Greece, Iceland, Italy, Norway, Latvia, Lithuania, Poland, Romania, Serbia, Sweden, Slovakia, Slovenia, Spain, Switzerland, Turkey), Canada, the United States (e.g. Montana, Utah, Colorado, California, Wyoming, Vermont, New Hampshire, New York) Argentina, New Zealand, Japan, South Korea, Chile, and Lebanon.



As a result of the late-2000s recession, international arrivals experienced a strong slowdown beginning in June 2008. Growth from 2007 to 2008 was only 3.7% during the first eight months of 2008. This slowdown on international tourism demand was also reflected in the air transport industry, with negative growth in September 2008 and a 3.3% growth in passenger traffic through September. The hotel industry also reported a slowdown, with room occupancy declining. In 2009 worldwide tourism arrivals decreased by 3.8%. By the first quarter of 2009, real travel demand in the United States had fallen 6% over six quarters. While this is considerably milder than what occurred after the 9/11 attacks, the decline was at twice the rate, as real GDP has fallen. In 2020 COVID-19 pandemic lock-downs, travel bans and a substantial reduction in passenger travel by air and sea contributed to a sharp decline in tourism activity.



- 1 **France** Europe 89 million
- 2 **Spain** Europe 83 million
- 3 **United States** North America 80 million
- 4 **China** Asia 63 million
- 5 **Italy** Europe 62 million
- 6 **Turkey** Europe 46 million





The first real tourist, according to historians, was Cyriacus of Ancona. He journeyed around the Mediterranean, eager to learn about Greek and Roman history. His desire to learn about what had come before – and to see what remained – encouraged others to think about how travel could benefit education. And so, the Grand Tour Era emerged...

The era of the Grand Tour (1613-1785) was when tourism as we know it really came into play. Starting with the most wealthy in society, people travelled to learn. It was fashionable, and soon became a status symbol in its own way. Those who were 'coming of age' would travel throughout Europe to see art, architecture, science and more in countries other than their own. Generally the most visited places were France, Switzerland, Germany and Italy.



When Johann Wolfgang von Goethe (1749-1832) went on his first visit to Italy it was a pastime that, according to Spode, very few could afford. Goethe's theory that "an intelligent person gains the best education from travelling," is seen as the early beginnings of modern tourism. Back then, it was only young members of the nobility who would spend a year or longer on a "grand tour." The aim of these gentlemen's journeys was to educate and to refine their social manners. Goethe's reports from the "Land where lemons grow" and descriptions by other travelers awakened a yearning in others to also venture abroad. An increasing number of the upper middle class undertook a "petit grand tour" which had them head to hitherto unattractive destinations like the Alps or the sea coast.



Victorian Era

Victorians





Victorians liked to Travel





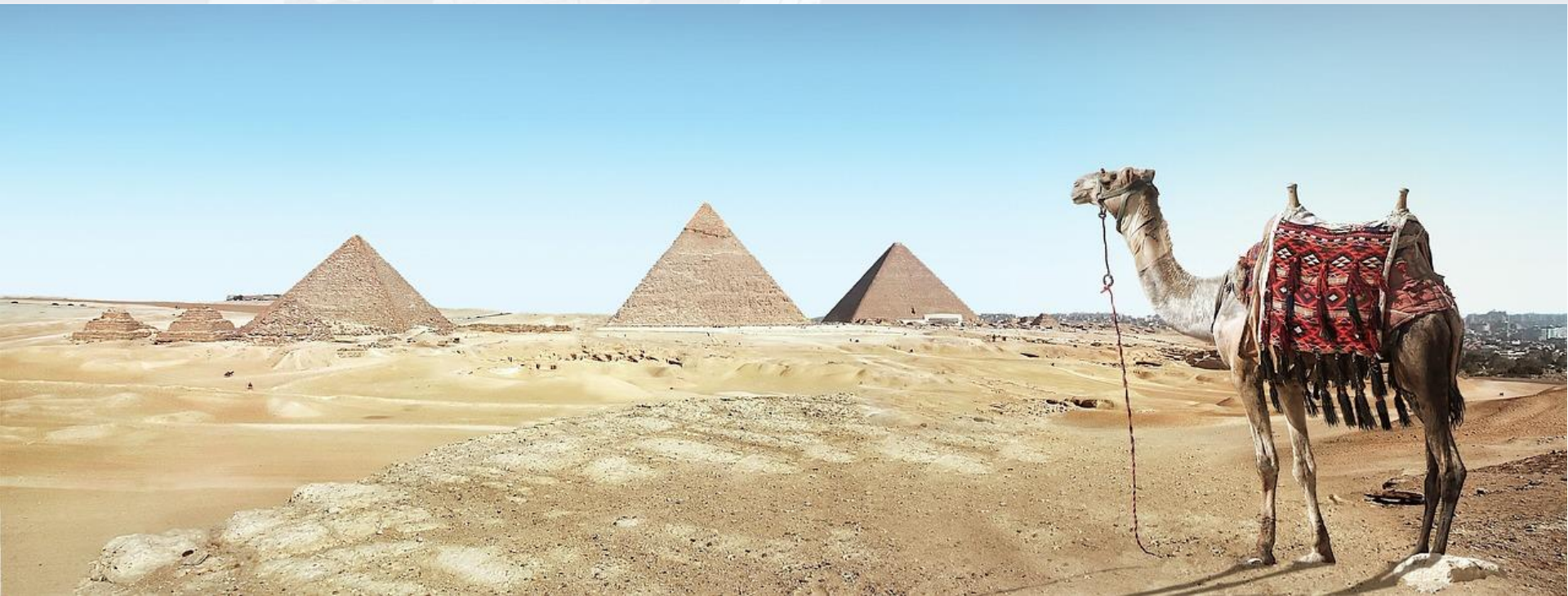
In 1758, Cox & Kings became the first travel agency in modern history

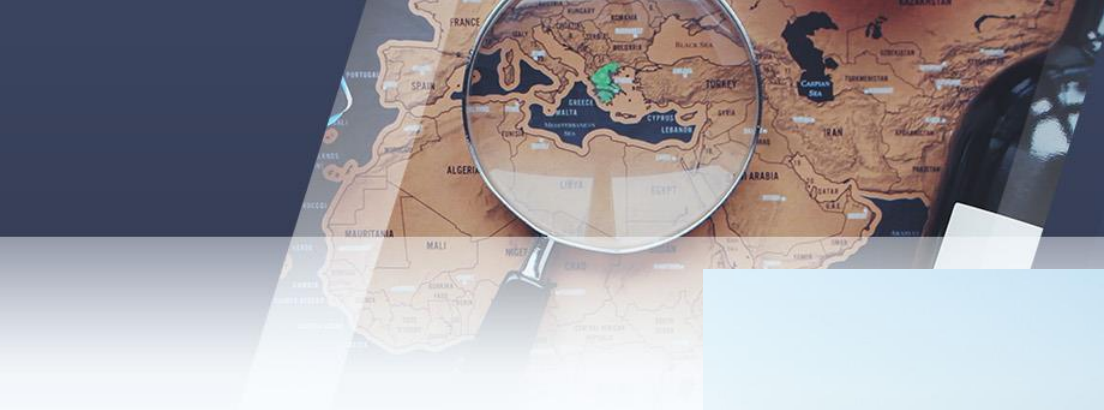
In 1840, the Abreu Agency was established in Porto by Bernardo Abreu, becoming the world's first agency to open its services to the public.













Prag

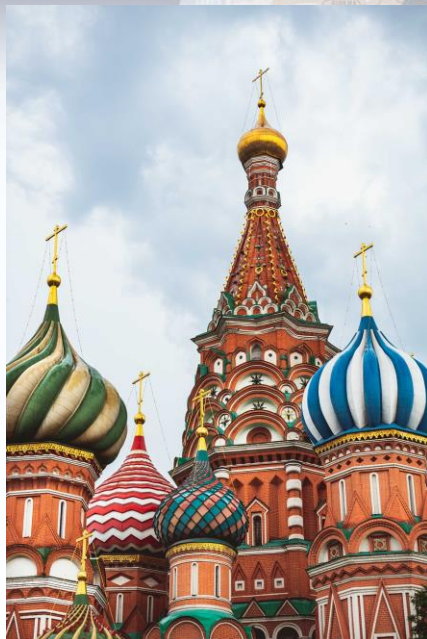




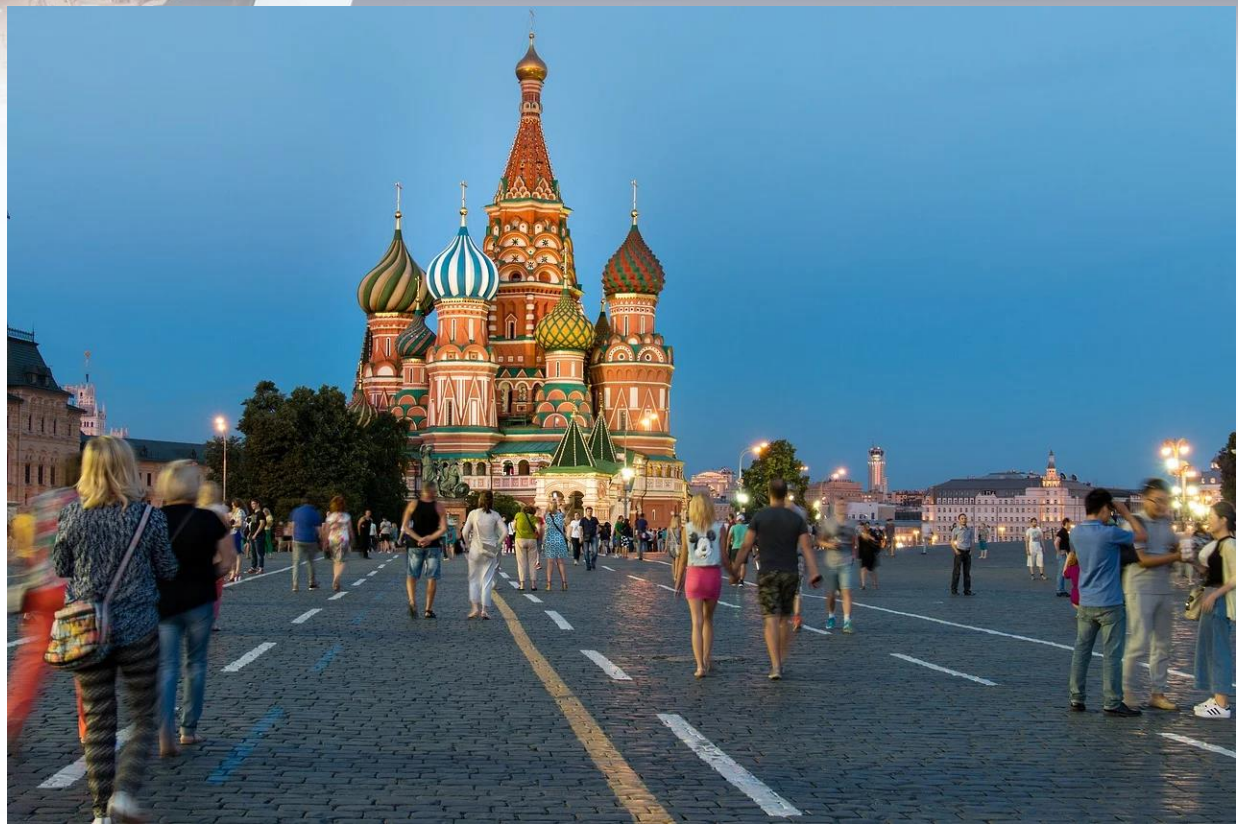


**Outdoor refreshments
for tourists near
Tampa, Florida
Contributor Names
Wolcott, Marion Post,
1910-1990,
photographer
Created / Published
1939 Jan.?**





Moscow





France



Sweden Stockholm Nybroplan 1902 Tourists





Petra





Beach



Malta Popey village





Taj Mahal



Paris



Paris France





Bergen Norway



Amsterdam Holland



New York US





Monaco



Egypt





Greece



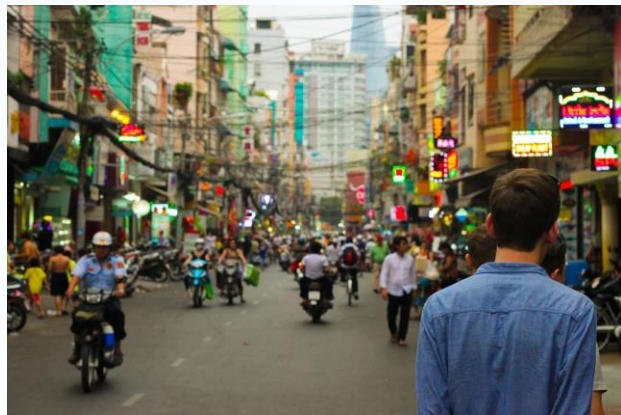
Lisbon Portugal





**U.S. tourists in Tokyo.
Tourists passing through
lines of rickshaws
holding other tourists.
Contributor Names
Bain News Service,
publisher
Created / Published
1926 (date created or
published later by Bain)**





Thailand





Berlin Germany



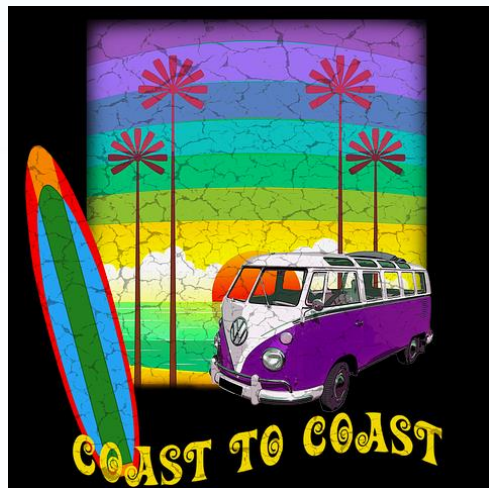


**Dade City tourist
camp, Florida
Contributor Names
Wolcott, Marion Post,
1910-1990,
photographer
Created / Published
[1939 Feb.?)**



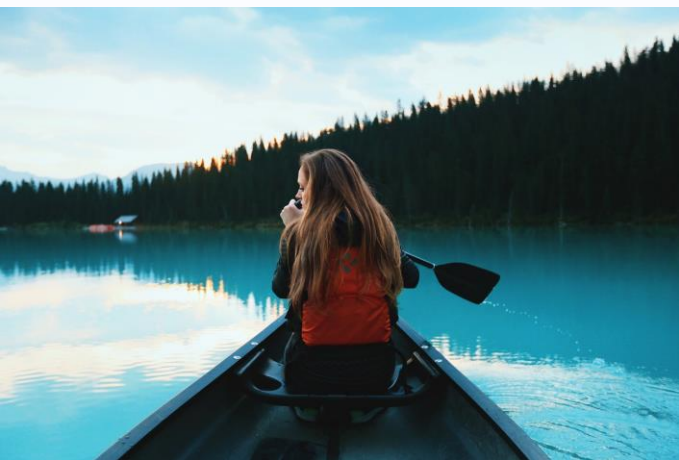


Wedding + Travel



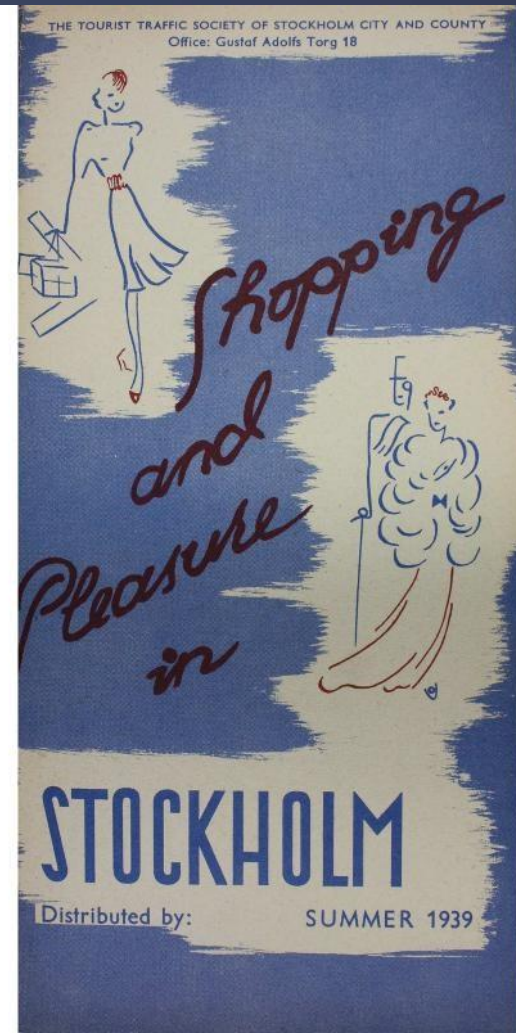








Sweden Stockholm 1901





Title
Tourist house, Truro.
Tourist at home,
Truro, Massachusetts
Contributor Names
Roskam, Edwin,
1903-1985,
photographer
Created / Published
1940 Aug.





South Africa





Venice



Stockholm Sweden





Buena Vista



Travel By boat









1952



STAY IN A VERY CLASSIC HOTEL





Sweden 1947 Hällekil





1974 Washington US





A map of the Middle East and surrounding regions, including parts of North Africa and Europe. A magnifying glass is positioned over the map, focusing on the island of Aruba, which is highlighted in green. The word "Aruba" is written in large, bold, black letters over the map.

Aruba





Santorino





Norway





Norway



Sweden





Austria



Year 1890 **Stockholm** **Sweden**





Austria







Tourists in Yellowstone Park viewing steaming geysers Year 1903 US



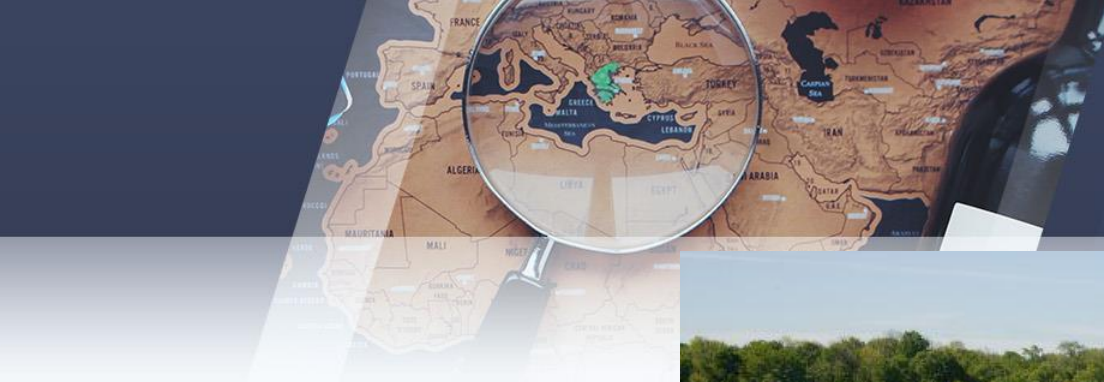


**Gen'l
[Frederick]
Funston's
Royal Tourist
automobile
US
1906**



**Possibly related to:
Dade City tourist camp,
Florida]
Contributor Names
Wolcott, Marion Post,
1910-1990,
photographer
Created / Published
[1939 Feb.?)**





Niagara Falls, New York

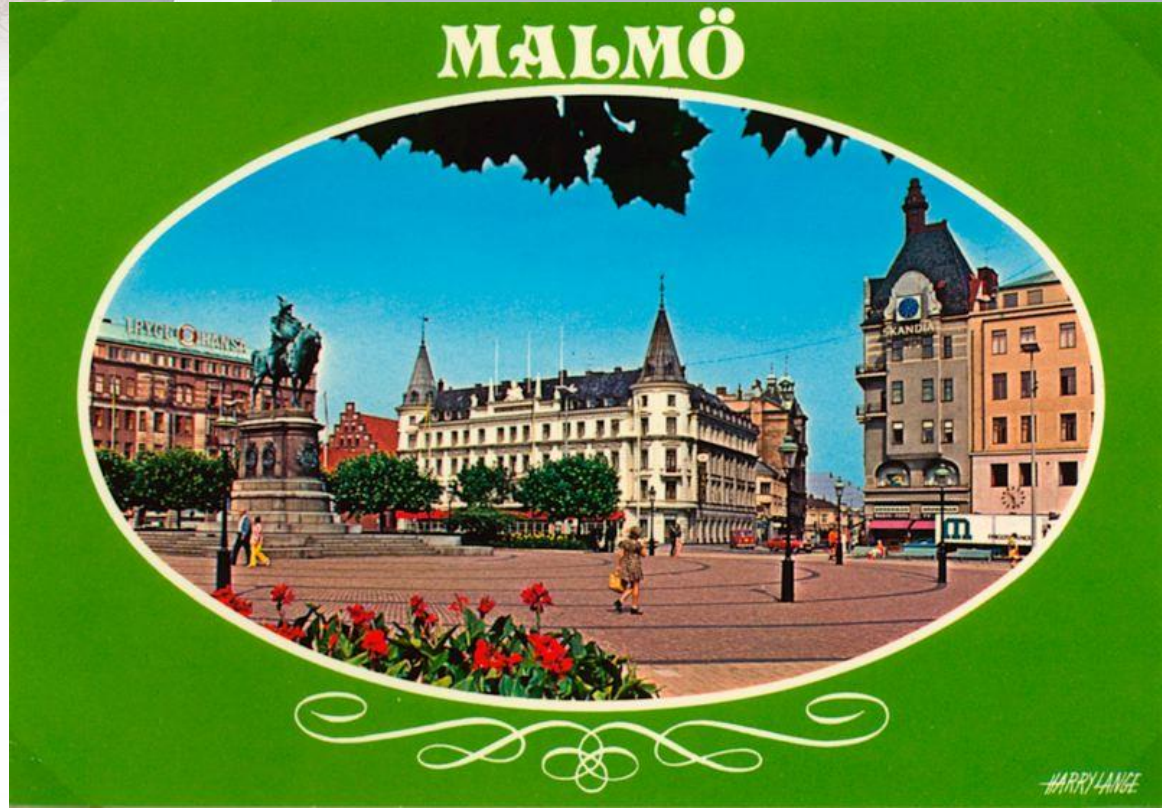




Grand Canyon, Arizona



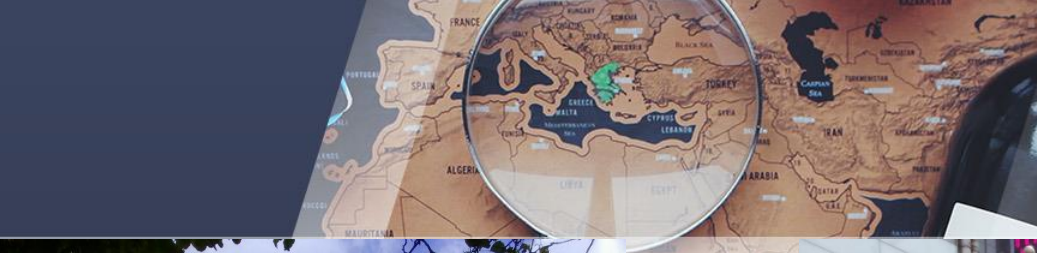
Malmö Sweden

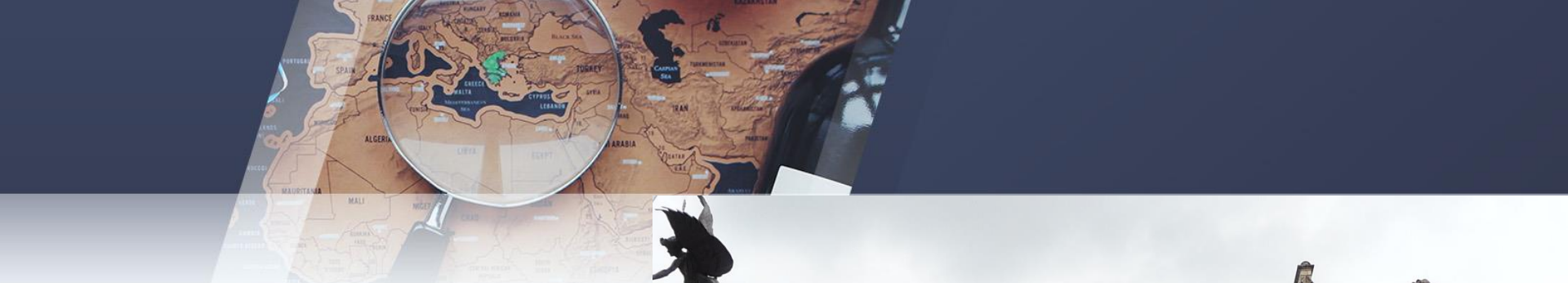


Sweden Trollhättan kanal

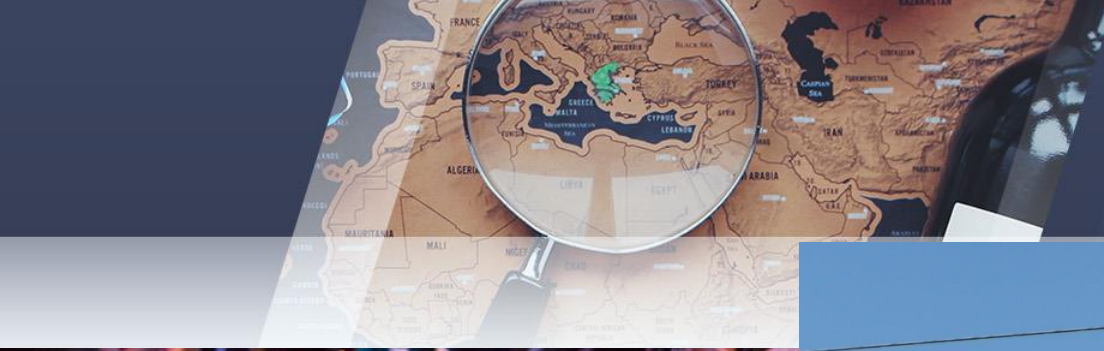


London





London



Las Vegas US





Disney World Florida Orlando US





Venice California US



San Francisco
US
3. Country to
visit
41 million



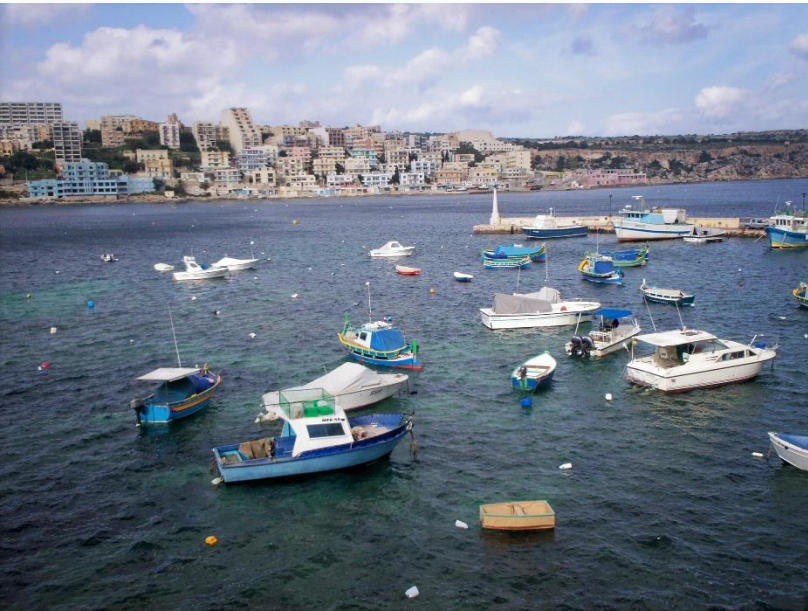
Disney World Florida, US

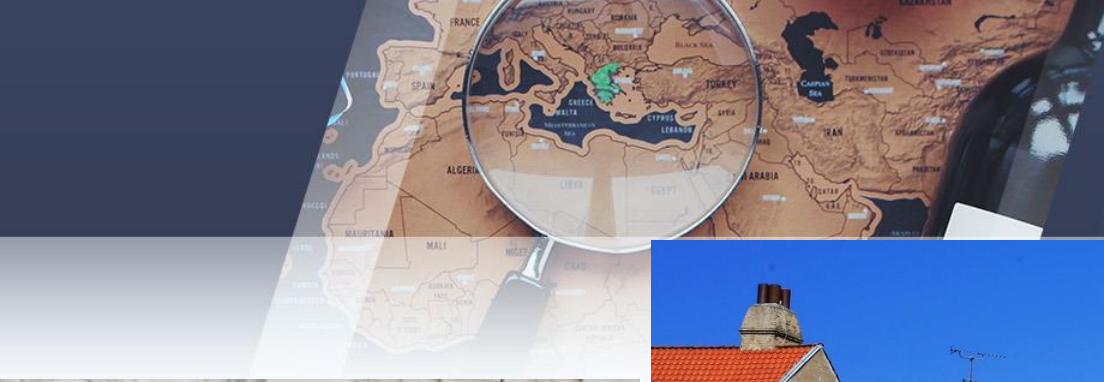




A map of the Mediterranean region, including parts of Europe, North Africa, and the Middle East. A magnifying glass is positioned over the island of Malta, which is highlighted in green. The map shows various countries and bodies of water, including the Black Sea, Caspian Sea, and the Mediterranean Sea. The word "Malta" is written in large blue letters over the map.

Malta





Copenhagen Denmark

Madrid
Spain
2.
Country to
Visit
52 millions



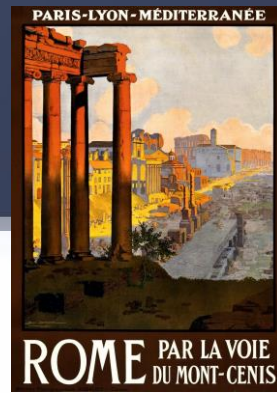
**Visitors 77 – 80
Million a year**

France

**1.
To visit**



**Rome
Italy
4. Country
to visit
40 million**



Olympic games 1912 Stockholm

Sweden Stockholm 1912



STOCKHOLMS OLYMPIAD 1912 FOTO A. MALMSTRÖM

GÅNG KANADENSARE GÅR IN

